

## Market Research Analysts and Marketing Specialists (13-1161)

**Occupation description:** Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

### Employment and Job Openings

	Average employment			Average annual openings		
	2010 estimate	2020 projection	Percent change	Growth	Replacement	Total
Alaska	70	81	15.7	1	2	3
United States	282,700	399,300	41.2	11,650	7,530	19,180

#### Job outlook

**Alaska:** Alaska's employment growth is strong with low employment opportunities. [Read more.](#)

### 2013 Wages ?

	Mean Wage and 95% Confidence Interval			Wage by Percentile		
	Low	Mean	High	10th	Median	90th
United States	n/a	32.59	n/a	16.10	29.23	54.93
Alaska	28.11	30.44	32.77	16.12	28.77	51.25
Anchorage/Mat-Su Area (MSA)	27.36	29.88	32.40	16.22	27.97	50.48
Fairbanks North Star Borough (MSA)	23.60	25.88	28.16	13.65	26.91	35.76

### Labor Force Indicators

#### 2012 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
117	15	12.8	23.3	13.6

#### 2012 Potential Supply

Qualified but working in another occupation	24
Currently employed in a lower paid occupation	9
UI claimants previously working in occupation	3

#### 2012 ALEXsys Employment Data

Number of registrants	113
Number of job position postings	47
Ratio of registrants to job position postings	2.4

## Typical Entry-level Education, Experience, and/or On-the-job Training

**Education:** Bachelor's degree

**Work experience:** None

**On-the-job training:** None

## Training Resources

	Degree
<a href="#">University of Alaska Anchorage</a>	
<a href="#">Marketing</a>	BBA

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